

PLANNING AND DEVELOPMENT SERVICES DEPARTMENT GOALS, OBJECTIVES & PERFORMANCE MEASURES

Key Objectives:

- Increase Public Participation & Awareness.
 - Access to Department information through the City's website.
 - Engage the public in a more open development review process.
 - Use the Department's data to the maximum potential.
 - Rewrite the Land Development Code into a more user-friendly document.
 - Encourage consensus building of projects within the community during development review.
 - Respond expeditiously to all phone and email inquiries.
 - Provide information on the activities that are occurring in the City.
- Effectively Plan for Future Redevelopment of Core Urban Areas.
 - Seek a balance of land uses between non-residential uses serving residential uses.
 - Provide for more pedestrian-oriented facilities by working with the VMPO for sidewalks, etc.
 - Encourage mixed-use transit oriented design.
 - Implement a Unified Land Development Code and Comprehensive Plan Amendments in support.
- Promote Economic Development for the City.
 - Conduct business retention visits.
 - Update the City's 5-Year Strategic Economic Development Plan.
 - Research and apply to grants opportunities for local, state and federal opportunities.
 - Facilitate Economic Develop Advisory Board.
- Create a Comprehensive Citywide Beautification Plan.
 - Implement the Commission approved design standards for public and private development.
 - Provide a priority list of public beautification projects for funding.
 - Focus on intersection enhancement at key locations to establish a pattern.
 - Work with the community on their preference for design from the Pattern Book.
- Promote Environmental Awareness throughout the City.
 - Provide resources to citizens and organizations.
 - Promote Green Building Standards and LEED Certification for Public Buildings.
 - Establish a TDR Program for Map "A" Lands.
 - Coordinate with local jurisdictions and the VCOG.
- Assist clients to facilitate project process; provide a streamlined development review process.
 - Work with clients from concept to the completion of a project.
 - Work to minimize the number of DRCs and public hearings by doing a thorough review process.
 - Encourage public participation for projects.
 - Expand automation capabilities of the development review process.
- Be the Affordable Housing Department for the City.
 - Implement the Neighborhood Stabilization Program per a contract with HUD.
 - Properly manage and utilize the CDBG program.
 - Provide assistance to the community by using the SHIP program.
 - Increase customer service to potential recipients in all programs.
 - Extend the housing programs into the community through promotional activities.